

REGULATIONS FOR 'BAROLO EN PRIMEUR' CHARITY EVENT

2025 EDITION

Art. 1 – Purpose

1.1 The Fondazione Cassa di Risparmio di Cuneo (hereinafter '**Fondazione CRC**'), together with the Fondazione CRC Donare ETS (hereinafter the '**Fondazioni**' when referred to jointly) and the Consorzio di Tutela Barolo Barbaresco Alba Langhe e Dogliani (hereinafter the '**Consorzio**'), organizes a charity event every year, whose purpose is to raise funds to support charity projects. It supports these projects by allocating to them the proceeds collected in the course of this event, in line with the statutory aims of both Foundations.

1.2 With regard to the 2025 edition – the fifth of its kind – the charity event organised by the Fondazioni and the Consorzio aims to raise funds to support various projects of general interest and social utility (hereinafter the '**Projects**').

Art. 2 – Location and date of the charity event – rules for participating

2.1 The charity event will be held on 24 October 2025. Proceedings will begin at approximately 6:30pm, with the fundraising auctions starting at 7:30pm. The event will take place at the Grinzane Cavour Castle.

2.2 The charity event will begin on condition that at least two participants are present.

2.3 Bids supporting the Projects can be made in person – by means of a raised hand – for those attending the event. Persons unable to be physically present at the event may submit a bid in writing or by telephone, in accordance with the procedures indicated below.

2.4 Participants wishing to make bids in writing or by telephone must fill in the appropriate form, which can be found on the websites of the Fondazioni (www.fondazionecrc.it; www.fondazionecrecdonare.it). Completed and signed forms must be sent by email by 11:59pm on Thursday, 23 October 2025 to one of the following addresses: info@fondazionecrc.it or info@fondazionecrecdonare.it. Photocopies of the participant's identity card and tax ID number must accompany the forms. In the case that a bid is made in the name of and on behalf of a company or organisation, the form must be accompanied by documentation certifying the representative powers of the person filling in and signing the form.

2.5 When a bid is made in writing, the bidder must indicate the amount offered and the Project which he or she wishes to support.

2.6 When a bid is made by telephone, the bidder must indicate the telephone number at which he or she wishes to be contacted during the event as well as the Project to be supported. The operator speaking with the bidder by telephone will each time communicate a new bid to those participating in person.

Bidding by telephone is contingent on the availability of telephone lines and a sufficient number of telephone operators. If such availability cannot be guaranteed, bidders will be allowed to make their bids in writing. The Fondazioni and the Consorzio disclaim all responsibility vis-à-vis bidders for any failure to communicate bids by telephone.

Art. 3 – Conducting the event

3.1 The charity event will be conducted by Christie's (International) S.A. Filiale Italiana (hereinafter the 'Auctioneer'). The charity event will consist of 14 separate fundraising auctions, each of which corresponds to a specific Project.

3.2 The Auctioneer will begin each fundraising auction by announcing a minimum opening bid of €15,000.00 (fifteen thousand euros) for each of the 14 Projects to be supported.

3.3 Each successive bid shall be 10% higher than the previous one. Nonetheless, it is at the sole discretion of the Auctioneer to accept higher or lower increases.

3.4 The Auctioneer will identify the highest bidder for each of the fundraising auctions that make up the event.

3.5 Each winning bidder must make the agreed donation at the end of the event. Amounts can be paid by credit card or bank transfer to the Fondazione CRC Donare ETS, which will transfer the entire sum to the organisation that will carry out the Project that the bidder has agreed to support. The winning bidder may also choose to make payment directly to the organisation that he or she is supporting.

3.6 As a sign of gratitude for his or her generosity in supporting the Projects, the Fondazione CRC Donare ETS will donate to each winning bidder the contents of the barrique associated with each specific fundraising auction. The value of the contents of the barriques will bear no relationship to the amounts donated to support the Projects.

3.7 Contingent on the agreement of the winning bidders, the contents of the barriques to be donated will be preserved in the wine cellar of Cantine Ascheri, located at Via Piumati 23 in Bra (CN), to

the end of allowing the wine to complete the ageing process, in accordance with the production guidelines of the ‘Denominazione di Origine Controllata e Garantita “Barolo”’. The wine will then be bottled and labelled in the first months of 2028, when it will be delivered to its owner by arrangements to be determined; each owner will be asked to prove that he or she is the rightful possessor of the wine by showing the documentation given to him or her at the conclusion of the charity event.

Art. 4 – Additional fundraising auctions

4.1 Beginning with the 2022 edition, the ‘Barolo En Primeur’ charity event has included additional fundraising auctions to support initiatives and projects carried out by the Alba School of Enology.

4.2 To that end, eight additional fundraising auctions will be held, with different minimum opening bids.

4.3 The Auctioneer will open these additional fundraising auctions by announcing the minimum opening bid determined for each of them; he will then identify the winning bidder for each one.

4.4 Winning bidders must make the agreed donations at the end of the event. Payments must be made by credit card or bank transfer, according to the type of project to be supported:

- for four of the communal lots, payment will be made to the Fondazione CRC Donare ETS, which will then transfer the entire amount either to the Alba School of Enology in support of initiatives and projects that it carries out, or in support of other local initiatives;
- for the remaining four communal lots, payment will be made to the organisation that will carry out the Project that the bidder has chosen to support.

4.5 As a sign of gratitude for their generosity in supporting the Projects, the Fondazione CRC Donare ETS will donate to the winning bidders an assortment of bottled wine from communal lots, consisting of 0.75-litre bottles, magnums and jeroboams. The selections are made up of wine produced by a variety of participating producers (Barbaresco, Alba-Neive-Treiso, Castiglione Falletto, La Morra, Monforte d’Alba, Serralunga d’Alba, Novello-Roddi-Verduno, Barolo); each selection is matched to the specific project for which each winning bidder will make his or her donation. The value of the selections of bottled wine will bear no relationship to the amounts donated to support the Projects.

4.6 Contingent on the agreement of the winning bidders, the bottles, magnums and jeroboams to be donated will be held by the respective winemakers, to the end of allowing the wine to complete the ageing process, in accordance with the production guidelines of the ‘Denominazione di Origine

Controllata e Garantita “Barolo””. Beginning in the first months of 2028, owners of the lots may collect the bottled and labelled wine, according to arrangements to be determined; each owner will be asked to prove that he or she is the rightful possessor of the wine by showing the documentation given to him or her at the conclusion of the charity event.

4.7 Insofar as possible, the stipulations of the present Regulation shall apply to the eight additional fundraising auctions, as per this article.

Art. 5 – Publication

5.1 The present Regulations appear on the websites of the Fondazioni (www.fondazioneccrc.it; www.fondazioneccrcdonare.it).

5.2 Participation in the event indicates unconditional acceptance of these Regulations.

Art. 6 Processing of personal data

6.1 Personal data collected during the charity event shall be processed by the Fondazioni in the ways and for the purposes indicated in the privacy statements appearing on their respective websites, and in conformity with the consent – when necessary – given by the participants.

Art. 7 Applicable laws and place of jurisdiction

7.1 Both the present Regulations and the donations envisioned by them are disciplined by Italian law.

7.2 Any dispute that may arise in relation to the application, interpretation and execution of the present Regulations and the relative charity event shall be referred to the exclusive jurisdiction of the Court of Cuneo.